

Bonus Ideas to Increase Value of Your Programs

- Virtual ½ day workshop
- Information products
- Special recognition in your newsletter and website
- Access to you via phone or email (unscheduled, as needed by client)
- Books (sent monthly or quarterly)
- Done-for-you elements such as copywriting, articles, templates, checklists, etc.
- “Look over my shoulder” where you provide examples of written materials used to achieve results your clients are seeking (sales pages, promo emails, flyers)
- Weekly or bi-weekly audio message from you
- Weekly or bi-weekly video message from you
- Special gifts that nourish the Heart, Body, Mind and Soul (music, chocolate, self-care gifts, books)
- Ticket to one of your events or someone else’s event
- Discounts on other products and services
- Bonus gifts of information products you’ve created or someone else’s
- Forms, templates, checklist to help make implementing your concepts

Bonus Tip: Your clients will appreciate and remember these “extras” AND they create greater value!